



Jihane Mazid

Creative problem solver with +10 years of experience translating design challenges into effective, practical solutions.

Education

UX Writing @ Seneca Polytechnic
Toronto, Canada • 2022

UX Design @ Juno College
Toronto, Canada • 2020

Bachelor's in Graphic and Motion Design @ Gobelins School
Paris, France • Graduated 2011

Diploma in Visual Communication @ École de Condé
Paris, France • Graduated 2010

Foundational Studies in Applied Arts @ École de Condé
Paris, France • 2008

Professional Experience

UX Designer @ Beanfield

Toronto, Canada • April 2023 - Today

- Fully redesigned the residential customer portal. Users to date: Over 6500
- Designed workflows for internally-developed Sales and Customer Support software
- Created low-fidelity wireframes, high-fidelity mockups, and prototypes
- Conducted UX Research including usability testing, interviews, and surveys
- Collaborated with multiple departments including Billing, Customer Support, Sales and Network Engineering
- Collaborated closely with developers
- Worked in Agile and Kanban teams

Creative Designer, Marketing @ Beanfield

Toronto, Canada • November 2019 - April 2023

- Redesigned Beanfield's residential website, including the online order workflow and blog
- Led Branding and Information Architecture workshops
- Developed components for new design system
- Designed end-to-end marketing campaigns, from concept to delivery of final digital and print assets
- Crafted custom iconography, illustrations and animations
- Produced marketing and sales collateral

Art Director @ Capital DBG

Dominican Republic September 2013 - January 2017

- Developed campaigns for global brands such as Stella Artois and Corona
- Designed logos and branding for seasonal campaigns and events
- Led team-wide brainstorming sessions
- Managed team of two designers

Thank you for reading!

📍 Toronto, ON

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